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3RD ANNUAL PUBLIC SERVICE ANNOUNCEMENT (PSA) CONTEST

High School students excel in MPO PSA Contest

Miami-Dade County, FL. – Paula Barbieri, a Junior attending Felix Varela Senior High, was so excited to hear she produced one of the top three PSAs in the Miami-Dade Metropolitan Planning Organization (MPO) PSA contest. Paula declared, “I worked hard on producing this PSA as a service to the community and am very excited to have been chosen as one of the winners.” Paula is just one of many students who entered the 3rd Annual MPO PSA Contest. The MPO, the agency responsible for the transportation planning process in Miami-Dade County, in conjunction with the Miami-Dade County Communications Department has had great success over the past three years hosting this contest for students to display their creativity on film.

This year’s contest focused on promoting the use of the Greenways in Miami-Dade County. There were over 50 applicants from all over Miami-Dade County, but there were only three winners. Gustavo Santa Ana, a Senior from Miami High School, was pleasantly surprised to hear that he had beat out some college students. Gustavo stated, “It’s an honor to be recognized by the MPO and the Communications Department. I didn’t even know what a Greenway was, but now I’m able to help others understand.”

“There’s a better way” was the theme for Kyle Schmitz’s PSA. Kyle is a Junior broadcast student from University of Miami that recognized, “People are always going to have to deal with traffic, but using the Greenways is a great alternative.”

David Henderson, MPO Bicycle/Pedestrian Program Coordinator affirmed, “These PSAs benefit the Bicycle/Pedestrian Program by encouraging young leaders of Miami-Dade County to learn about alternative modes of transportation and at the same time teach citizens how they can use alternative modes and be efficient and effective.”

Each winner’s PSA will be aired for one month on Miami-Dade TV beginning May 1, 2006. The MPO Governing Board will also recognize the winners during their May 25, 2006 meeting at 2:00 PM at the Stephen P. Clark Center, 111 NW First Street in the Commission Chambers.

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